

ORDER



Orders
Order / Rev: 719586
Alt Order #: 06359782
Product Desc: OBAMA SCHED A
Estimate: 1905
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/01/12 / 10/01/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/07/12	61	\$219,350.00	\$186,447.50
10/08/12	10/14/12	14	\$25,400.00	\$21,590.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	75	\$244,750.00	\$208,037.50	0.00
Totals	75	\$244,750.00	\$208,037.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	10/02/12	10/08/12	10-11a Let's Make a Deal	CM	10-11a	MTWTF--	:30	4	\$1,000.00	P-1	0.00	NM	4	\$4,000.00
LET'S MAKE A DEAL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4			\$1,000.00		0.00			
2	WUSA	10/02/12	10/08/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
DAVID LETTERMAN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			5			\$900.00		0.00			
3	WUSA	10/02/12	10/08/12	Price Is Right The Price is Right	CM	11a-12p	MTWTF--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
PRICE IS RIGHT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4			\$1,500.00		0.00			
4	WUSA	10/02/12	10/08/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	MTWTF--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
9 NEWS AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4			\$1,500.00		0.00			
5	WUSA	10/02/12	10/08/12	4-5p Dr. Phil	CM	4-5p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTF--			4			\$1,200.00		0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WUSA	10/02/12	10/08/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MTWTF--	:30	4	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
				9 NEWS AT 5P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					4	\$1,200.00		0.00			
7	WUSA	10/02/12	10/08/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWTF--	:30	4	\$1,500.00	P-1	0.00	NM	4	\$6,000.00
				9 NEWS AT 6P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					4	\$1,500.00		0.00			
8	WUSA	10/02/12	10/08/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MTWTF--	:30	4	\$800.00	P-1	0.00	NM	4	\$3,200.00
				9 NEWS NOW @ 6AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					4	\$800.00		0.00			
9	WUSA	10/02/12	10/08/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWTF--	:30	5	\$1,500.00	P-1	0.00	NM	5	\$7,500.00
				9 NEWS TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					5	\$1,500.00		0.00			
10	WUSA	10/02/12	10/08/12	CBS This Morning CBS This Morning	CM	7-9a	MTWTF--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
				CBS THIS MORNING											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					5	\$400.00		0.00			
11	WUSA	10/02/12	10/08/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWTF--	:30	5	\$3,000.00	P-1	0.00	NM	5	\$15,000.00
				ENTERTAINMENT TONIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					5	\$3,000.00		0.00			
12	WUSA	10/02/12	10/08/12	9-10a Inside Edition/Insider	CM	9-10a	MTWTF--	:30	4	\$400.00	P-1	0.00	NM	4	\$1,600.00
				INSIDE EDITION/INSIDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/02/12	10/08/12	MTWTF--					4	\$400.00		0.00			
13	WUSA	10/05/12	10/05/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$14,000.00	P-1	0.00	NM	1	\$14,000.00
				TIER 2 - NO LUR LEFT BLUE BLOODS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$14,000.00		0.00			
14	WUSA	10/05/12	10/05/12	Fri Prime A CSI: NY	CM	8-9P	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
				TIER 2 - NO LUR LEFT CSI NY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$3,000.00		0.00			
15	WUSA	10/05/12	10/05/12	Fri Prime B Made in Jersey	CM	9-10P	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
				TIER 2 - NO LUR LEFT MADE IN NJ											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	----F--					1	\$4,500.00		0.00			
16	WUSA	10/08/12	10/08/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
				TIER 2 - NO LUR LEFT HAWAII FIVE-0											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	M-----					1	\$8,000.00		0.00			
17	WUSA	10/06/12	10/06/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
				TIER 2 - NO LUR LEFT 48 HOURS MYSTERY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-					1	\$4,000.00		0.00			
18	WUSA	10/06/12	10/06/12		CM	12p-3p	-----S-	:30	3	\$3,000.00	P-2	0.00	NM	3	\$9,000.00

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NCAA Football Game #1											
				NCAA Football Game #1		(12:00 PM-7:00 PM)									
COLLEGE FBL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		3			\$3,000.00			0.00			
19	WUSA	10/06/12	10/06/12	NCAA Football Pre-Game	CM	NCAA Football Pre-	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
				NCAA Football Pre-Game											
COLLEGE FBL TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$1,500.00			0.00			
20	WUSA	10/06/12	10/06/12	Sa Game On	CM	Sa 7-8p	-----S-	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
				Game On											
GAME ON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$850.00			0.00			
21	WUSA	10/06/12	10/06/12	Sat Prime B	CM	9-10P	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
				Crimetime Saturday											
TIER 2 - NO LUR LEFT CRIMETIME SATURDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-		1			\$4,000.00			0.00			
22	WUSA	10/07/12	10/07/12	NFL Football Game #1	CM	NFL Football Gam	-----S	:30	2	\$16,000.00	P-1	0.00	NM	2	\$32,000.00
				Ravens/KC											
RAVENS @ KANSAS CITY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		2			\$16,000.00			0.00			
23	WUSA	10/07/12	10/07/12	NFL Football Game #2	CM	NFL Football Gam	-----S	:30	2	\$16,000.00	P-2	0.00	NM	2	\$32,000.00
				Broncos/Pats		(4:00 PM-7:00 PM)									
BRONCOS @ PATS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S		2			\$16,000.00			0.00			
24	WUSA	10/04/12	10/04/12	Thu Prime A	CM	8-9P	---T---	:30	1	\$18,000.00	P-1	0.00	NM	1	\$18,000.00
				Big Bang Theory/Two and a Hal											
TIER 2 - NO LUR LEFT BIG BANG/2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$18,000.00			0.00			
25	WUSA	10/04/12	10/04/12	Thu Prime B	CM	9-10P	---T---	:30	1	\$16,000.00	P-1	0.00	NM	1	\$16,000.00
				Person of Interest											
TIER 2 - NO LUR LEFT POI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1			\$16,000.00			0.00			
26	WUSA	10/02/12	10/08/12	9 News @ 11p	CM	M-Su 11-1135p	MTWTFSS	:30	5	\$2,500.00	P-2	0.00	NM	5	\$12,500.00
				9 News @ 11p											
9 NEWS NOW @ 11PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/02/12	10/08/12	MTWTFSS		5			\$2,500.00			0.00			
27	WUSA	10/02/12	10/02/12	Tue Prime A	CM	8-9P	-T-----	:30	1	\$20,000.00	P-1	0.00	NM	1	\$20,000.00
				NCIS											
TIER 2 - NO LUR LEFT NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1			\$20,000.00			0.00			
													Totals	75	\$244,750.00